**IT Applications Unit 3, AOS 2, Organisations and Data Management**

Complete the following from Ch 3, Data Management Tools, p 87-97

**Data Collection, How is data acquired:**

1. Data collection by forms:
   1. Prior to online forms how was data collected?  
      Data was collected via paper forms which were then entered into a database.
   2. What were the problems with this method of collection?  
      It took a lot longer than was necessary and it increases the chance of user error.
2. **Direct data collection: Reasons why organisations acquire data via websites:**
   1. Describe four advantages or reasons why organisations directly acquire data from customers.  
      Reduced wait time, physical forms may not arrive, there are no issues with handwriting and it is up to the customer to ensure they have the correct details.
   2. What is a potential problem with direct access?  
      A customer can input incorrect information which won’t be picked up by electronic validation.
3. **Why individuals and organisations supply data by websites:,** p 91

Elaborate under each of the following:

* 1. Purchasing of goods and services
     1. Who is of most benefit of purchasing this way?  
        People who are housebound, such as the elderly or sick people.
     2. What is meant by time-poor people?  
        People who have little time to do things due to working long days or nights.
  2. Feedback
     1. What is the nature of feedback sought?  
        It is generally used for product research or marketing.
  3. Online voting  
     Online voting is used because it allows an organisation to easily receive a public opinion on something.
  4. Social Networking  
     Social networking is used because it allows communication between people freely and easily.

1. **Techniques used by organisations to acquire data on websites and reasons for their choice**, p 95
   1. Explain the nature of PHP.  
      PHP allows the user to be in control of the information seen.
   2. What is a dynamic webpage?  
      A dynamic webpage changes as requested by the user.
   3. Give examples of dynamic webpages.  
      Google maps, google earth,
   4. Explain the nature of ASP.  
      An active server page is another kind of dynamic webpage.
   5. How does JavaScript differ from PHP and ASP?  
      Javascript is different to PHP and ASP because it is run on the client’s side rather than the server.
   6. Back-end tools
      1. what type of information is sought by back end tools such as cPanel and Google Analytics.  
         Who visited a site, for how long, where from and what browser they used.
   7. Cookies
      1. Describe the nature of a cookie.  
         A cookie is a small file that a web server stores on the user’s computer.
      2. What information does a cookie typically contain?  
         Data about the user, such as their email address.
      3. How can cookies be misused?  
         Cookies can be misused as spyware.
      4. What is spyware?  
         Spyware is an unwanted program that collects information about the user without their knowledge.

**Techniques used by organisations to protect the rights of individuals and organisations supplying data**, p 96.

**Security protocols**

1. Describe the nature of TLS and SSL  
   TLS and SSL are protocols that provide security for communications on the internet.
2. What is the role of HTTPS software?  
   HTTPS software provides encryption and security in terms of identification of the server.
3. Which port does HTTPS use? How does this compare to HTTP.  
   HTTPS uses port 443 compared to HTTP using port 80

**Privacy Policies**

1. What is the role of privacy policies?  
   Privacy policies are put into place to tell users of what data will be collected and where it may go.
2. What data must a privacy policy contain?  
   It must include what data is gathered and how it will be used.

**Shipping and returns policy**

1. What is the role of these policies?  
   They are used in case customers are not satisfied with the product they received.